

TvSCAN

Anne Braunschudel - 3/20/12 11:35 AM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN) - NOVFEb Nielsen

Buyer	Anne Braunschudel	Order Number	650
Client	Restore Our Future, Inc.	Campaign	EST 650
		Flight	Flight 1 03/21/12-03/26/12
Station	WJLA	Agency	Mentzer Media
Address		Address	600 Fairmount Avenue STE 306 Towson MD 21286

Barbara Monares

WJLA-ABC													DMA P 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP	
GD MRN AMR-ABC We-Fr 7:00a-9:00a	\$900	Mar21-Mar23	:30	4	--	--	1	2	1	--	--	2	\$450.00	
ABC7 NWS AT 6 We-Fr 6:00p-6:30p	\$1,400	Mar21-Mar23	:30	3	--	--	1	1	1	--	--	3	\$466.67	
ABC-NITELINE We-Fr 11:35p-12:00a	\$1,200	Mar21-Mar23	:30	3	--	--	1	1	1	--	--	2	\$600.00	
LATE NEWS We-Su 11:00p-11:35p	\$2,000	Mar21-Mar25	:30	5	--	--	1	1	1	1	1	3	\$666.67	
GD MRN-SUN-ABC Sun 8:00a-9:00a	\$500	Mar25-Mar26	:30	1	--	--	--	--	--	--	1	1	\$500.00	
GD MRN AMR-ABC Mon 7:00a-9:00a	\$900	Mar26-Mar26	:30	1	1	--	--	--	--	--	--	2	\$450.00	
ABC7 NWS AT 6 Mon 6:00p-6:30p	\$1,400	Mar26-Mar26	:30	1	1	--	--	--	--	--	--	3	\$466.67	
ABC-NITELINE Mon 11:35p-12:00a	\$1,200	Mar26-Mar26	:30	1	1	--	--	--	--	--	--	2	\$600.00	
LATE NEWS Mon 11:00p-11:35p	\$2,000	Mar26-Mar26	:30	1	1	--	--	--	--	--	--	3	\$666.67	

WJLA Totals	\$27,400	20	Reach / Frequency	49 20.8	2.4
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Monthly	Mar 2012	Apr 2012
Gross Cost	\$21,900.00	\$5,500.00

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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